

## Liverpool John Moores University

Title: DIGITAL MEDIA TOOLS  
Status: Definitive  
Code: **4010MPS** (117597)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Screen School  
Teaching School/Faculty: Liverpool Screen School

Team	Leader
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**Academic Level:** FHEQ4      **Credit Value:** 24.00      **Total Delivered Hours:** 72.00

**Total Learning Hours:** 240      **Private Study:** 168

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	10.000
Tutorial	10.000
Workshop	52.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Practice	AS1	Practical - production of an artefact	60.0	
Reflection	AS2	Reflection - individual reflective report	40.0	

### Aims

1. *To explore the creative potential of digital software for image manipulation, 2D animation and authoring environments pertinent to web delivery.*

2. *To develop understanding of the user experience, accessibility issues, and standards compliance through practical examples.*

3. *To be able to apply knowledge creatively, to produce optimised digital solutions to real world problems.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Demonstrate understanding of content development software packages and appreciate their creative potential.
- 2 Create content compliant with accessibility regulations.
- 3 Demonstrate an awareness of the different technologies involved in the implementation of authored content and the creative options that each of these technologies provide for the designer.

## **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Production of an artefact	1	2
Individual reflective report	1	3

## **Outline Syllabus**

*Through a series of workshops and short practical sessions students will gain an understanding of:*

*The manipulation of visual imagery;*

*Web development software;*

*Web page design and layout;*

*Embedding a variety of media types including video, and animation.*

## **Learning Activities**

Through lectures, workshops and tutorials students will be introduced to a variety of software and hardware tools and will develop the necessary design skills and techniques required to manipulate static and dynamic content. Students will also explore aspects of production methodology and be introduced to ideas about non-linear ways of conveying information and stories.

## References

## Notes

This is a level 4 module, and as such it is expected that students will be starting the module with a range of software experience and skills. Some students will have better developed spatial understanding and awareness skills and it should be noted that the aim is to be inclusive of all students regardless of their level.

The module is designed to be a basic introduction to the concepts of image manipulation, 2D animation including stop-frame techniques and web site production, which the students will use to develop an online portfolio throughout the year.

Workshops will vary in length and will involve some independent study. Students will be expected to conduct 168 hours of private study for this module.